

AMENDMENTS

In the Claims

The following is a marked-up version of the claims with the language that is underlined (“ ”) being added and the language that contains strikethrough (“~~—~~”) being deleted:

1. (Currently Amended) A method for managing sponsorships comprising the steps of:

 electronically receiving, at a computer network site, a request for sponsorship
 from a requestor;

 responding to the request by sending one of an approval and a rejection;

 responsive to [if] an approval being [is] sent to the requestor, [further] sending a
 request to [requiring] the requestor to accept an agreement; and

 responsive to receiving the requestor’s acceptance of the agreement[; and],

 providing the requestor with access to sponsor content through the site.
2. (Original) The method of claim 1, further comprising the step of monitoring the
requestor’s actual use of the content.
3. (Original) The method of claim 2, wherein the step of monitoring comprises the steps of:

 sending a communication to the requestor asking for a sample use of the content;

 receiving the sample use from the requestor; and

 determining whether the sample use complies with the agreement.

4. (Original) The method of claim 3, wherein if the sample use does not comply with the agreement, the method further comprises the step of sending a communication to the requestor citing improper use of the content.
5. (Original) The method of claim 4, further comprising the step of terminating the requestor's access to the content through the site.
6. (Original) The method of claim 4, further comprising the steps of:
 - sending a second communication to the requestor asking for a second sample use of the content;
 - receiving the second sample use from the requestor; and
 - determining whether the second sample use complies with the agreement.
7. (Original) The method of claim 3, further comprising the step of repeating the steps of sending the communication, receiving the sample use, and determining whether the sample use complies with the agreement, until the sample use complies with the agreement or until a predetermined number of noncompliant uses have been received.
8. (Original) The method of claim 3, further comprising the steps of:
 - repeating the steps of sending the communication, receiving the sample use, and
 - determining whether the sample use complies with the agreement; and

if more than a predetermined number of sample uses have been determined not to comply with the agreement, terminating the requestor's access to the content through the site.

9. (Original) The method of claim 3, further comprising the step of archiving the sample use.
10. (Original) The method of claim 3, wherein if the sample use complies with the agreement, the method further comprises the step of archiving the compliance of the sample use.
11. (Original) The method of claim 3, wherein the communication is an electronic communication comprising one of a computer network page, a message posted on a computer network page, and an e-mail message.
12. (Original) The method of claim 3, wherein the step of determining comprises analyzing the sample use with image recognition software.
13. (Original) The method of claim 2, wherein the step of monitoring comprises the steps of:
sending an electronic communication to the requestor asking for a sample use of
the content; and
if no sample is received from the requestor, terminating the requestor's access to
the content through the site.

14. (Original) The method of claim 1, wherein the request includes one or more of a name of the requestor, an address of the requestor, a telephone number of the requestor, a description of an event for which a sponsorship is sought, a date and duration of the event, an e-mail address of the requestor, a requested donation amount, a name of a contact person who directed the requestor to the site, and a password for accessing secured pages of the site.
15. (Original) The method of claim 14, wherein the step of responding comprises the steps of:
 - releasing a payment to the requestor for the requested donation amount; and
 - activating the password.
16. (Original) The method of claim 1, wherein the step of responding comprises the steps of:
 - receiving a payment from the requestor; and
 - activating the password.
17. (Original) The method of claim 1, wherein the content is one of a trademark, a logo, and a copyrighted material.
18. (Original) The method of claim 1, wherein the request is one of an e-mail message and an online form completed on the site.

19. (Original) The method of claim 2, wherein the step of monitoring comprises tracking which content is accessed by the requestor.
20. (Original) The method of claim 19, wherein tracking comprises recording, at a point when the requestor attempts to access a secured page of the site, at least one of an Internet Protocol address of the requestor, an access status, a date of the attempted access, a profile identification of the requestor, and an identification of the secured page.
- 21-38. (Cancelled)
39. (Original) A method for managing a sponsorship by a sponsor comprising the steps of:
- receiving, from a requestor, a request for sponsorship at a computer network site;
 - receiving, at the site, from the requestor, a name of a contact person who directed the requestor to the site;
 - receiving, at the site, information about the requested sponsorship from the requestor;
 - evaluating the request for sponsorship;
 - sending an electronic communication to the requestor indicating whether the request for sponsorship is approved; and
 - if the request is approved, providing the requestor with access to protected content of the sponsor.

40. (Currently Amended) The method of claim 39, further comprising storing, as
[determining] an origin of the request, [from] the name of the contact person.
41. (Original) The method of claim 39, wherein the protected content is adapted to advertise
the sponsorship.
42. (Original) The method of claim 39, wherein the electronic communication is one of an e-
mail message and a message posted on the site.
43. (Original) The method of claim 39, wherein the step of evaluating comprises
electronically comparing the request against a list of approved requestors and prescribed
donation limits.
44. (Original) The method of claim 39, wherein if the request is approved, the method further
comprises the step of receiving a payment from the requestor for the sponsorship.
45. (Original) The method of claim 39, wherein if the request is approved, the method further
comprises the step of releasing a payment to the requestor for the sponsorship.
46. (Original) The method of claim 45, wherein a password is associated with the payment,
and wherein the password provides the access to the protected content.

47. (Original) The method of claim 46, wherein the password is at least one of a number of a paper check and a code of an electronic payment.
48. (Original) The method of claim 39, wherein the step of providing the requestor with access comprises requiring the requestor to indicate, through the site, acceptance of terms and conditions for the use of the protected content.
49. (Original) The method of claim 39, wherein if the request is approved, the method further comprises the steps of:
- sending an electronic communication to the requestor asking for a sample use of the protected content; and
 - receiving through the site from the requestor the sample use.
50. (Original) The method of claim 48, wherein if the request is approved, the method further comprises the steps of:
- sending an electronic communication to the requestor asking for a sample use of the protected content;
 - receiving through the site from the requestor the sample use;
 - determining whether the sample use complies with the terms and conditions; and
 - sending an electronic communication to the requestor indicating whether the sample use complies with the terms and conditions.

51. (Original) The method of claim 50, wherein the step of determining whether the sample use complies comprises analyzing the sample use with image recognition software.
52. (Original) The method of claim 50, wherein the step of determining whether the sample use complies comprises manually inspecting the sample use.